

WHAT IS CLAIMED IS:

1. A broadcast program retrieval apparatus comprising:
a data server having a database for storing broadcast
program information and a function for searching the
broadcast program information stored in the database; and
a user server for storing the same information as the
broadcast program information stored in said data server,
said user server having a function for selecting a desired
broadcast program from the stored broadcast program
information;

wherein said user server searches the broadcast program
information stored in said data server using a content
keyword, and selects the desired broadcast program from
among broadcast programs based on program retrieval
identification codes retrieved and extracted by the content
keyword.

2. A broadcast program retrieval apparatus according
to Claim 1, wherein said data server and said user server
are connected via a communication link.

3. A broadcast program retrieval apparatus according
to Claim 1, wherein the content keyword includes an element
of content forming each broadcast program.

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4. A broadcast program retrieval apparatus according to Claim 1, wherein the program retrieval identification codes are included in an event identification region of an event information table appended to each broadcast program.

5. A broadcast program retrieval apparatus according to Claim 1, wherein said user server only receives the program retrieval identification codes extracted by said data server, and selects the desired broadcast program based on the received program retrieval identification codes.

6. A broadcast program retrieval apparatus according to Claim 1, wherein the broadcast program information includes electronic program guide (EPG) information.

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